Permit #F00036436

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036436 **Type of Permit:** FILMING **Release Date:** 02/10/2011

Production Company IDENTITY MEDIA INC

Insured Company Name IDENTITY MEDIA INC

Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title L'OREAL

Type of Production Commercial - Standard

Producer Stephanie Bruni

Director Laurent Chanez

1st AD Peter White

Production Manager Suzanne Standford

FilmL.A. Coordinator Erica Wade

Location Manager Matt Cassel
Primary Phone Mobile - 310-702-6441
Secondary Phone

Location Assistant n/a n/a
Primary Phone Office - 212-683-2500
Secondary Phone

Fees

Posting 300	$138.00
Posting 600	$138.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY PREP STRIKE 3 DAY - BEACHES	$100.00
LA COUNTY - ROAD USE FEE	$305.00
LA COUNTY ROAD APPLICATION FEE	$52.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$1,140.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $3,588.00

Number of Locations 2

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Insured Company IDENTITY MEDIA INC
Production Title L'OREAL

Location Manager Matt Cassel
Primary Phone Mobile - 310-702-6441
Secondary Phone

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Name WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Prep Dates 2/10/2011 - 2/10/2011 08:00 - 16:00

Film Dates 2/11/2011 - 2/11/2011 05:00 - 18:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Please see attached documents
BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	75
Cube Trucks	4
Generator	1
Motor Homes	4
Stakebed Trucks	4
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	70
Extras	10
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on property; Exterior Dialogue; Intermittent pedestrian control; Lifeguard tower 15 for background/picture; Set dress bike path from PCI lot to tower 15 with greens and remove signs ; Camera/equipment in parking lot; Talent running up and down pathway; Extras jogging on bike path; Fixing bent poles at beginning of bike path; Company to put a thin foam covering around the poles. Company will not be removing the signs on the poles.; If poles can't be restored to original state the company will replace them with new poles;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Location Notes
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a

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Production Company	IDENTITY MEDIA INC	Primary Phone	Mobile - 310-702-6441
Insured Company	IDENTITY MEDIA INC	Secondary Phone	
Production Title	L'OREAL		

parking citation.

Approvals	LOS ANGELES COUNTY ROAD DEPARTMENT - WESTCHESTER	Vincent Milton
	LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Marisol Camey

Coordinator Note NO WATER ACTIVITY

Coordinator Note NO FILMING ACTIVITY PRIOR TO 0600HRS, PRODUCTION VEHICLES TO ENTER LOT AT 0500HRS

Coordinator Note Company will not park in red zones, block driveways that lead to beach, will have flagmen at both ends of path

Parking

Base Camp
Location Type : Private Parking Lot
Street : PCI lot near tower 15 (Lot 2), 200 spaces, 0500-1400, prep day: 2/10, 10 spaces

Crew Parking
Location Type : Private Parking Lot

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Permit Number F00036436
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title L'OREAL

Location Manager Matt Cassel
Primary Phone Mobile - 310-702-6441
Secondary Phone

Location Address 1350 S Sepulveda Blvd, Los Angeles, CA, 90025

Location Type Park

Location Description LA CITY/WESTWOOD PARK

Film Dates 2/11/2011 - 2/11/2011 05:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document 36436.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	70
Cube Trucks	4
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	70
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; 2 picture cars in basketball court, camera/equipment on grass and basketball court, talent playing tennis; Removing screen on tennis court fences-will replace, art department to use near by tennis courts 0700-2000hrs; All tennis courts clear for picture; Pulling into parking lot at 5am;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Rafael Vega
LOS ANGELES POLICE DEPARTMENT — Mark Buck

Coordinator Note BASECAMP 5AM TO 10PM

FILMING 9AM TO 10PM

WESTWOOD REC CENTER BASKETBALL COURTS, TENNIS COURST, PARKING

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Production Title	L'OREAL		

(1) RAPG MONITOR REQUIRED 5AM TO 10PM

(1) RAPG MONITOR REQUIRED 9AM TO 10PM

Parking	**Base Camp** Location Type : Location	**Crew Parking** Location Type : Location
Posting "No Parking" signs	W/S Veteran, Wilkins-north 400'	
Approximate Footage	301 - 600	**Log Number** 11117
Date(s)	2/11/2011 to 2/11/2011	**Time(s)** 07:00 to 22:00
Posting "No Parking" signs	E/S Veteran, Wilkins-north 200'	
Approximate Footage	0 - 300	**Log Number** 11118
Date(s)	2/11/2011 to 2/11/2011	**Time(s)** 07:00 to 22:00
Posting "No Parking" signs	N/S Wilkins, Veteran-Kelton	
Approximate Footage	0 - 300	**Log Number** 11120
Date(s)	2/11/2011 to 2/11/2011	**Time(s)** 07:00 to 22:00

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Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

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Permit #F00036436

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

WESTWOOD PARK – TENNIS COURTS AND PARKING LOT, BASKETBALL COURTS AND VETERAN'S PARKING LOT

- **OK TO FILM ON THE WEST SIDE OF THE TENNIS COURTS.**
- **COMPANY PAID FOR THE USE OF ALL TENNIS COURTS.**
- **OK TO FILM TALENT AND BACKGROUND PLAYING TENNIS WITH DIALOGUE.**
- **OK TO REMOVE AND REPLACE GREEN NETTING ON THE FENCE OF THE TENNIS COURTS.**
- **OK TO SET UP VIDEO VILLAGE ON THE MAIN FIELD WEST OF THE TENNIS COURTS.**
- **OK TO CATER ON THE MAIN FIELD AND SET UP POP UP TENTS, TABLES AND CHAIRS.**
- **OK TO SECURE TENTS WITH SAND BAGS, WATER BARRELS OR CONCRETE SLABS. NO STAKING ALLOWED**
- **OK TO FILM ON BASKETBALL COURTS.**
- **OK TO PLACE 2 PICTURE CARS ON THE SOUTHERN MOST COURTS.**
- **OK FOR ADDITIONAL GREENS TO COVER PANEL BOX SOUTH OF THE BASKETBALL COURTS.**
- **COMPANY MUST POST NOTIFICATION SIGNS 24-48 HOURS IN ADVANCE ON THE TENNIS COURTS AND BASKETBALL COURTS TO NOTIFY THE PUBLIC OF THE FILM ACTIVITY. (CHEATING COURTS AS A PARKING LOT)**
- **PUBLIC CAN USE INDOOR BASKETBALL COURTS WHILE OUTDOOR COURTS ARE BEING USED FOR FILMING.**
- **OK TO PARK IN THE TENNIS COURT PARKING LOT ON THE SOUTH SIDE BETWEEN THE 2ND SOCCER SIGN AND THE CIRCLE.**
- **OK TO PARK IN THE TENNIS COURT PARKING LOT ON THE NORTH SIDE ALONG THE POST OFFICE WALL.**
- **MAY NOT PARK IN STAFF STALLS.**
- **COMPANY MUST MAINTAIN STAFF SPACES FROM MAINTENANCE YARD GOING WEST.**
- **MAY NOT PARK IN HANDICAP SPACES.**

It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
2/10/2011

DRAFT

- **OK TO PARK IN THE VETERAN'S PARKING LOT.**
- **OK TO USE DIRT SERVICE ROAD OFF OF THE VETERAN'S LOT FOR VEHICLES.**
- **OK TO HAVE EXCLUSIVE USE OF THE VETERAN'S LOT AND MUST PROVIDE A SECURITY GUARD TO MAN GATE.**
- **MUST MAINTAIN A 15-20FT EMERGENCY ACCESS LANE IN THE PARKING LOT AT ALL TIMES.**
- **OK TO PARK A GENERATOR, 2 STAKEBED TRUCKS, GOLF CARTS AND GATORS ON THE ASPHALT ACCESS ROAD AND MUST CONE OFF.**
- **OK TO USE GATORS AND GOLF CARTS TO TRANSPORT EQUIPMENT.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not

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allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-36436 IDENTITY MEDIA INC “L’OREAL”

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